

CONFIDENTIAL

# Bulletin

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## Calendar of Events

### Events

**March 18-20, 2015**

NNA Leadership Summit  
Washington, D.C.

**April 17-18, 2015**

Annual NPA Convention  
Holiday Inn-Downtown  
Lincoln, NE

**October 1-3, 2015**

National Newspaper Association  
(NNA) Convention & Trade Show  
St. Charles, MO

**October 23, 2015**

Journalism Hall of Fame Banquet  
Nebraska Club, Lincoln, NE

### Meetings

**February 6, 2015**

NPA/NPAS Board Meeting  
(by conference call)

### Webinars

**January 29, 2015**

Think Bigger than Native Advertising  
(Online Media Campus)

**February 12, 2015**

Working with eDocs: Save Time,  
Money & Problems with USPS  
(PubAux Live)

**February 12, 2015**

The Art of Prospecting: Your Guide  
to Getting in the Door  
(Online Media Campus)

CONTACT INFO:  
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## Baker will take over as publisher of North Platte Telegraph...

Lexington Clipper-Herald publisher Terrie Baker has been named new publisher of the North Platte Telegraph. Alex Skovgaard, vice president of BH Media Midwest Group, made the announcement last week. Baker takes over the position immediately. Baker brings 36 years of newspaper experience to this position, including the last 14 years in Lexington

Former Telegraph publisher, Peter Rogers, left to pursue other opportunities after more than 10 years at the newspaper.

## ...Bergstrom named publisher of Lexington Clipper-Herald

Katy Bergstrom has been named publisher of the Lexington Clipper-Herald. She had been the director of advertising for BH Media's newspaper group in the greater Omaha and Western Iowa region.

After graduating from the University of Tulsa with a bachelor's degree in journalism, Bergstrom worked briefly in radio advertising before becoming advertising director at the Sapulpa Daily Herald in Oklahoma. Bergstrom joined BH Media in 2013. She takes over the Clipper-Herald publisher position immediately.

## York News-Times news room structure to change

The structure of the news room at the York News-Times is changing. Managing editor Steve Moseley announced he will move to the position of assistant managing editor and Melanie Wilkinson will become the managing editor.

Moseley, who has worked at the News-Times since 2005, will still be a major component of the news room, covering school board and NRD news, along with photography and sports coverage. **cont. pg 2**

## NPA Awards nominations now being accepted through February 16!

Nomination forms and details are attached for these awards:

**Journalism Hall of Fame  
Master-Editor Publisher  
Outstanding Young Nebraska Journalist  
Leadership Nebraska (Harpst)  
Golden Pica Pole**

Deadline to submit nominations is Monday, February 16, 2015!

## **NPA/NPAS Staff**

### **Allen Beermann**

Executive Director  
email: [abeermann@nebpress.com](mailto:abeermann@nebpress.com)

### **Jenelle Plachy**

Office Manager/Bookkeeper  
email: [jp@nebpress.com](mailto:jp@nebpress.com)

### **Rob James**

Sales Manager  
email: [rj@nebpress.com](mailto:rj@nebpress.com)

### **Carolyn Bowman**

Advertising Manager  
email: [cb@nebpress.com](mailto:cb@nebpress.com)

### **Susan Watson**

Admin. Asst./Press Release Coordinator  
email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)

### **Violet Spader Kirk**

Advertising Sales Assistant  
email: [sales@nebpress.com](mailto:sales@nebpress.com)



## **Good work!**

The following newspapers sold network ads. **To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads:**

### **Week of 1/19:**

#### **2x2**

Hickman Voice News — Linda Bryant (4 ads) (paper made \$1,600.00)

Hickman Voice News — Austin Roper (paper made \$150.00)

Nebraska City News-Press — Erin Johnson (paper made \$487.50)

#### **NCAN**

Broken Bow Chief — Pat Jackson (paper made \$149.50)  
Hebron Journal Register — Christy Farnstrom (paper made \$112.50)

Imperial Republican — Amanda Courter (paper made \$112.50)

Nebraska City News-Press — Erin Johnson (paper made \$112.50)

## **Omaha World-Herald's Barfknecht installed as Football Writers Association of America (FWAA) president**

The Omaha World-Herald's Lee Barfknecht has been installed as the new president of the Football Writers Association of America.

The 1,400 member organization, in its 75th year, works to govern major awards in college football, selects an All-American team, runs the Grantland Rice Super 16 poll and monitors game-day operations at press boxes nationwide.

Barfknecht, a 35-year staff member at The World-Herald, succeeds Kirk Bohls of the Austin (TX) Statesman.

## **Uehling back at The Grant Tribune-Sentinel**

After a 13-year absence, Grant resident Becky Uehling is back at the Grant Tribune-Sentinel serving as proof-reader, writer and ad salesperson.

Uehling has a bachelor's degree in journalism from Chadron State College. She began working at the Tribune in 1998, taking over as managing editor in 1999. In 2002, she decided to pursue other interests.

Uehling is filling the position that will be vacated by Jan Rahn later this month when she retires after over 20 years at the Tribune-Sentinel. Rahn served as managing editor for 10 of those years from 2003-13. The hiring of Uehling has come full circle. When Rahn took over as co-editor, it was to replace Uehling who was editor at the time.

### **News room changes - from pg. 1**

Wilkinson has been at the News-Times since 1999, starting as a regional reporter, before moving to hard news reporter, which she will continue.

According to the announcement in the News-Times earlier this month, "the advantage of Melanie taking leadership of the news room now is that when retirement inevitably does arrive, my successor will already be in place," Moseley said.

Last week it was announced that News-Times publisher, Greg Awtry, will move to publisher of the Scottsbluff Star-Herald effective February 1 after Star-Herald publisher Jim Holland accepted a new job with an Arkansas newspaper group.

## **Grand Island Independent hires new multimedia rep**

Amy McCarty has joined The Grand Island Independent as a multimedia representative. Her responsibilities include offering clients the best solutions for both print and digital marketing.

McCarty earned a bachelor of science in business from Bellevue University. She comes to The Independent with experience in marketing and retail sales in the wireless and insurance industries.

## Help promote NPA Foundation

### Scholarships!

The Nebraska Press Association Foundation will offer up to four total scholarships of \$2,000 each for 2015-16. Preference will be given to students who will be pursuing newspaper journalism education at a Nebraska college or university.

Applications have been sent to Nebraska high schools, colleges and universities, but we also encourage newspapers to help promote the scholarships in their papers.

**NEW THIS YEAR: print and online house ads that newspapers can run (optional) to promote the scholarships. Scholarship application forms (high school and college), along with promotional house ads, are available on the NPA website (go to SPECIAL SECTIONS in the MEMBER LOGIN area).**

If you have questions, please contact the NPA office. Thank you for helping to make the Foundation scholarships a success.

“ I like coffee because it gives me the illusion that I might be awake. ”  
- Lewis Black

## Good work with NEHires.com!

The following newspapers are uploading help wanted ads to NEHires.com.

This is a new jobs/career posting website being launched by NPA in an effort to help newspapers grow their employment advertising by offering more exposure, resulting in a better return on the customer's advertising investment with your newspaper. **To get signed up with NEHires.com, contact Rob or Violet at NPA: 1-800-369-2850.**

- Ainsworth Star-Journal
- Albion News
- Alliance Times-Herald
- Alma Harlan Co. Journal
- Arapahoe Public Mirror
- Aurora News-Register
- Blue Hill Leader
- Chadron Record
- Crawford Clipper
- Elwood Bulletin
- Fairbury Journal News
- Hartington Cedar Co. News
- Hebron Journal Register
- Mullen Hooker Co. Tribune
- North Bend Eagle
- O'Neill Holt Co. Independent
- Orchard News
- Ord Quiz
- Stromsburg Polk Co. News
- Superior Express
- Tekamah Burt Co. Plaindealer

## Free online training available to NPA membership

Let the learning begin! All Nebraska Press Association members now have free access to lynda.com, which teaches the latest software, creative and business skills through high-quality online instructional videos featuring recognized industry experts.



You can access the vast lynda.com library by requesting a license from Nebraska Press Association. Licenses are available on a first-come, first-served basis.

At this time, licenses are available for a two-week period. Explore a wide range of subjects, including photography, graphic design and web development. New courses are added every week.

Here's what Valorie Zach, editor of the Niobrara Tribune, had to say about her free access to lynda.com:

*"I viewed a Facebook for Business video, a marketing video, advertising, and a 'Getting Things Done' video. They were excellent and the last two were very motivating, which was just what I needed at the start of the year, when I am making all of my plans for the year. Thank you to the Nebraska Press Association for providing this opportunity. It was greatly, and sincerely appreciated."*

Funding for this training opportunity comes from Nebraska Press Association Foundation and Nebraska Press Advertising Service. To request a license, email Violet Kirk at [sales@nebpress.com](mailto:sales@nebpress.com) or call 1-800-369-2850.

## Newspaperman Ron Sohl dies at 74

Ron Sohl of Lincoln, NE, died January 13, 2015, at the age of 74.

Ron was a retired newspaper publisher for the Atlantic (IA) News Telegraph and the Greenville (TX) Herald Banner and was also a former advertising manager for the Beatrice Daily Sun.

Survivors include his wife, Doris, of Lincoln, daughters Gay, Holly, April, Amber and Rnel and son, KC, and their families.

Funeral services were held January 16, 2015, at Trinity Lutheran Church in Lincoln, NE. Private family burial. Memorials to Sesostris Shriner's Children's Hospitals. Butherus, Maser & Love Funeral Home handled arrangements. Condolences can be left online at [www.bmlfh.com](http://www.bmlfh.com).

## 12 days 'til contest deadline!

**Entries for NPA Better Newspaper Contest must be postmarked no later than January 31, 2015.**

Questions? Contact Carolyn Bowman, [cb@nebpress.com](mailto:cb@nebpress.com).

# **Newspapers will continue to provide more collaboration, engagement and content in 2015**

*By Caroline Little, president and CEO, NAA (Newspaper Association of America)*

The past twelve months have been an invigorating time for the newspaper media business. The next twelve are shaping up to be even better.

In 2014, the newspaper industry overflowed with new ideas, technologies and content. Our industry developed better ways to reach readers and give them more of what they want – more stories, more engagement, more personalized information, and more content on their preferred platforms. The future of the newspaper media industry is across all platforms, from print to digital to mobile.



For example, our colleagues across the industry boldly experimented with technologies such as Google Glass, drones and automated technology to enhance reporting and developed new forms of interactive stories. Thanks to a wealth of information about digital news consumption, we are able to analyze data to personalize content, identify trends and create better products for both consumers and advertisers. Newspapers' digital content audience rose to 166 million unique adult visitors in October – a record high.

The segment of readers accessing content exclusively on mobile exploded by 85 percent last year, according to comScore, and we expect that trend to continue. This growth offered new insight into our readers. In fact, the fastest growth for mobile content came from women ages 18-24 and men ages 25-34. Cutting-edge technology, immediate information and engaging social media content are important to these readers, and each of those things will be a key component of publishers' strategies in the next year.

It's now time to build on this success and move forward with exciting initiatives to better serve and inform our communities. Here are three ways the industry will accomplish that objective:

## **More collaboration**

Sometimes all it takes is a creative idea. I believe that next year, we will see more partnerships between newspaper media and new start-ups, collaborating to bring news and information to readers by whatever method they choose to engage.

In 2014, NAA launched the Accelerator Pitch Program as a way to directly connect winning start-ups with industry executives at our annual NAA mediaXchange conference.

I was delighted to find so many entrepreneurs focused on the newspaper media space, with fresh visions for maximizing our content, interacting with readers and leveraging appropriate new technology. We are hosting the competition again in March at NAA mediaXchange 2015 in Nashville. The event will lead to a new wave of ideas and partnerships as we work together to serve our readers.

## **More engagement**

One way to deepen engagement with local communities and offer something unique to loyal readers is to create and host specialty events. This has already proven immensely popular for newspapers such as the Atlanta Journal-Constitution and Denver Post. It is likely that more newspapers will engage in these across the country.

For the reader, engagement can involve giving them access to cooking demonstrations online when the food section is especially well-read. It can mean hosting bridal expos to feature the best local businesses; offering panels on key, local topics with recognized community experts; or holding a music festival for those who turn first to entertainment information. These types of unique and targeted events foster a deeper engagement with readers, while having a positive impact on the community at large.

## **More content**

The Boston Globe recently launched an expanded, stand-alone business section, recognizing the tremendous corporate and entrepreneurial growth in the region. Similarly, the Dallas Morning News will offer its third luxury lifestyle magazine in 2015, leveraging journalists' insights and storytelling strengths to discuss home designs, furnishings and elegant living in North Texas. The Omaha World-Herald has expanded its digital offerings with niche websites, aimed at popular categories in Nebraska such as high school sports and the outdoors.

These are all examples of publishers understanding their readers and community, and offering more of what they like – whether that is more local news coverage, unique videos or expanded content. It's about customizing offerings to each reader and finding new ways to offer more of what matters to the community.

More is the best word to describe what I expect from the newspaper industry in 2015. We have changed how people view newspaper media, and are doing even more. With technology, journalism and media engagement rapidly evolving, so does the business structure that supports those efforts.

We enter 2015 with more ways to build on the successes of 2014. I have every reason to believe these actions will pay off for our readers, our advertisers and our industry.

## Payment for Constitutional Amendments

Payment for Constitutional Amendments that ran in October 2014 will be sent by NPAS when the Legislature approves the bill in 2015.

We have submitted the necessary documents for payment. This timetable has not changed for 87 years. It is in the Constitution. Payment from the Nebraska State Treasurer is expected in June 2015.

As soon as we receive payment, we will be paying the newspapers.

If you have any questions, contact Carolyn Bowman or Jenelle Plachy at the NPAS office: 402-476-2851.

## Reminder: Dues Payments

- Please pay your NPA/NNA Dues together on one check.
- Please pay your digital and CapView payments together on a check separate from the NPA/NNA dues.
- Both go to different corporations, different banks.

Thank you in advance for your cooperation. Questions, contact Jenelle at 800-369-2850.

## Unauthorized use of the words “Super Bowl” could lead to prosecution

Running promotions or ads designed to create the appearance of a relationship between the newspaper and/or its advertisers and the NFL or Super Bowl is risky and possibly illegal.



The NFL controls all marketing and proprietary rights with respect to the Super Bowl.

Without the express permission of the NFL, **marketers and advertisers may not use these terms in their promotions:**

### **Ads cannot contain:**

“Super Bowl”  
“Super Sunday”  
“National Football League” (NFL)  
“National Football Conference” (NFC)  
“American Football Conference” (AFC)  
Any NFL logo or uniform  
Any specific team name or nickname

### **Ads can contain:**

“The Big Game”  
“The Football Championship Game”  
The date of the game  
The names of the team’s home cities  
A generic football picture or graphic

## Judges needed for high school journalism contest!

The Nebraska School Activities Association (NSAA) hosts a yearly high school journalism contest for participating schools. The contest consists of two portions: the preliminary competition, conducted online, and the final, which will be held at Northeast Community College on Monday, April 27. The April date would require a half-day commitment.

NSAA is seeking journalists, photographers and advertising designers who are interested in judging one or both sections of the contest.

### Categories include:

- advertising
- column writing
- editorial cartoon
- editorial writing
- entertainment review
- headline writing
- newspaper feature writing

- graphic illustration
- in-depth news coverage
- newspaper layout
- news writing
- photo illustration
- sports/action photography
- news/feature photography
- sports feature writing
- sports news writing
- yearbook feature writing
- yearbook layout
- yearbook theme development
- yearbook sports feature writing
- yearbook theme copywriting

**Anyone interested in judging either or both of the contests should contact LuAnn Schindler at the Neligh News, [lschindler@nelighnews.com](mailto:lschindler@nelighnews.com), by Friday, January 23.** LuAnn will forward the information to NSAA and they will contact journalists regarding payment and detailed contest information. If you have questions, please do not hesitate to contact LuAnn at 402-887-4840 (office) or by cell phone 402-851-0054.

# Classified Advertising Exchange

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Jan. 13, 2015

**FOR SALE: Arapahoe Public Mirror and the Elwood Bulletin**, located in south-central Nebraska are now for sale. Small, community weekly newspapers that are turn-key operations. Great staffs, great communities, great investment. For more information contact publisher Gayle Schutz, 308-962-6305 or email: [bgsfarms80@gmail.com](mailto:bgsfarms80@gmail.com).

**RICOH TONER FOR SALE:** NPAS recently changed copiers and fax machines and has the following for sale:

- Ricoh fax toner 5110 = \$35 plus postage
- Ricoh toner for fax/copier 1170D/515/LD015 = \$35 plus postage
- Ricoh toner for copier MP4500/8045E/LD345 = \$35 plus postage

If you are interested, contact Jenelle at the NPAS office, 1-800-369-2850.

**ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, 2015 NPA Awards Nominations Flyers, Webinar Flyers.

**ORDER SAFETY VESTS THROUGH NNA**

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

**Advertising in the Classified Advertising Exchange is only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted.**

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



# ONLINEMEDIACAMPUS

*High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.*

## Online Media Campus Times

### Think Bigger than Native Advertising

brought to you by Southern Newspaper Publishers Association  
and Iowa Newspaper Foundation



**Thursday, January 29**

**2:00-3:00 p.m. EST**

**1:00-2:00 p.m. CST**

**Registration fee: \$35**

**Registration Deadline:**

**Monday, January 26**

*Group discounts are available. Visit our website for more information.*

*Registrations submitted after the deadline date are subject to a \$10 late fee.*

#### ***In this webinar...***

Native advertising is generating a lot of buzz these days – and some heat – among local media.

But the real question is, are we taking our advertisers tremendously creative ideas – native or not – that will deliver exactly the results they want?

Steve Gray will present a new way of seeing this opportunity, and a couple of case studies showing how you can generate new wins and new dollars by delighting advertisers.

#### ***The presenter...***

##### **Steve Gray**



Steve Gray is director of strategy and innovation for Morris Communications, working with the Morris Publishing Group's 11 daily newspapers on new strategies and business models.

Before joining Morris, he was managing publisher of The Christian Science Monitor and then headed the Newspaper Next innovation project for the American Press Institute from 2005 to 2009.

His career began at his family's newspaper, the Monroe (Mich.) Evening News, where he rose from reporter to publisher. He still serves as chairman of the board, and the company is now 100% employee-owned.

***Presented in partnership with:***

**CANCELLATION POLICY:** Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.



**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

*Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation*



*High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.*



## The Art of Prospecting: Your Guide to Getting in the Door

**Thursday, February 12**

**2:00-3:00 p.m. EST**

**1:00-2:00 p.m. CST**

**Registration fee: \$35**  
**Registration Deadline:**  
**February 9**

*Group discounts are available. Visit our website for more information.  
Registrations submitted after the deadline date are subject to a \$10 late fee.*

### ***In this webinar...***

Does the thought of prospecting leave you overwhelmed and exhausted? Have you been told you should prospect but you don't know where to start? That will change in minutes once you meet "Hector" the prospector and explore why he is still around!

Steve Kloyda will share his top sales and prospecting strategies that he has developed, implemented, refined and personally tested over the past 30 years.

During this presentation, you will learn how to:

- **Remove** your fear of prospecting.
- **Expand** your sales pipeline with six proven strategies.
- **Maximize** the prospecting tools for the 21st Century!
- **Avoid** the "gatekeeper" trap that most sales people fall into.
- **Strengthen** your sales message to get prospects' attention in seconds.
- **Multiply** the number of prospects that "actually" call you back from a voicemail.

As a special bonus, you will learn the single most creative approach to get in the door!

### ***Presented in partnership with:***

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

### ***The presenter...***

#### **Steve Kloyda**



For more than 30 years, Steve Kloyda has been creating unique selling experiences that transform the lives of salespeople, prospects and customers. As founder of The Prospecting Expert, Kloyda helps his clients attract more prospects, retain more customers and drive more sales.

With the Internet now a driving force, Kloyda has integrated today's technologies into his comprehensive sales and prospecting system, enabling his clients to better formulate and communicate their unique message to target audiences. Kloyda's motivation, insights and down-to-earth strategies provide a powerful learning experience for anyone wanting to transform their sales and dramatically grow their business. His mission is to lead, teach and inspire salespeople to apply timeless principles that produce life-changing results.



**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**





Online Media Campus, in partnership with NNA, presents:

# PUB AUX LIVE



## Working with eDoc:

### Save time, money and problems with USPS

## Thursday, February 12

### 11:00 a.m. EST / 10:00 a.m. CST

#### GUEST STARS:



**Brad Hill** is the president of Interlink, a privately owned circulation-management company serving the community newspaper industry. He's also been named

a National Newspaper Association representative on the Mailers' Technical Advisory Committee, joining National Newspaper Association's postal Chair Max Heath and NNA Chief Executive Officer Tonda F. Rush in that important postal-related group.



**Max Heath**, chair of the NNA Postal Committee, is considered the newspaper industry's postal guru. Heath also serves on the Mailers Technical Advisory Committee,

which meets quarterly at USPS headquarters. Additionally, he's a postal consultant for Athlon Media and Landmark Community Newspapers. Heath was executive editor of LCNI for 21 years, and circulation director for 23 years before retiring in 2008.

#### Registration fee:

**\$30 for NNA members  
\$65 for non-members**

#### Registration deadline: February 9

*Registrations submitted after the deadline will be subject to a \$10 late fee.*

*PUB AUX LIVE, featuring revenue-generating ideas for community newspapers, is brought to you by The National Newspaper Association, in partnership with the Iowa Newspaper Foundation.*

#### HOSTED BY:

**Stan Schwartz**, senior editor and communications director for the National Newspaper Association

**Register now for this webinar at  
[www.regonline.com/IMbPart2](http://www.regonline.com/IMbPart2)**

**PUB AUX LIVE  
first Thursdays at  
11 a.m. EST/  
10 a.m. CST**

## **Nominations for NPA awards accepted through February 16, 2015**

### **NPA Hall of Fame**

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame has started, it has inducted 90 journalists.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession, to our state, and nation. Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities, state and/or nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

### **Master Editor-Publisher Award**

Eligibility: This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member. The selection procedure: The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

### **Golden Pica Pole Award**

If you know someone who has worked in the newspaper business for more than 50 years, they are eligible to receive the Golden Pica Pole Award.

### **Outstanding Young Nebraska Journalist Award**

The Outstanding Young Nebraska Journalist Award was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that “money isn’t the only thing a journalist is after, they’re after recognition of their craft and work.” Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska. The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year). The nominee is not eligible to apply the following year after winning first place in the competition.

### **Leadership Nebraska Award**

The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes “that this award be given to the best newspaper coverage for future and present community leaders.”

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors “believe it is important to develop leaders in Nebraska at all levels” and this “is consistent with Governor Heineman’s leadership program that is active in many Nebraska communities and is a further incentive for our newspapers to promote and develop future leaders.”

**Deadline to submit nominations is February 16, 2015.** Contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com) if you have questions. Forms also available online at [www.nebpress.com](http://www.nebpress.com). (On NPA website, log into MEMBER LOGIN and click on MEMBER NEWS.



# Nebraska Newspaper Hall of Fame

Deadline for nominations is February 16, 2015.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession and to our state and nation.

Please enter the name(s) of one or more persons you believe deserve this honor.

Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

Some other considerations of importance:

- Winners of the Master Editor-Publisher Award are **not** automatically nominated.
- Nominees not selected this year will automatically be eligible for consideration the following year, but no longer than that.
- Nominations may come from persons not affiliated with NPA.
- Additions to the Hall of Fame may or may not be an annual event and there is no established maximum or minimum number for admission at one time.

**Nominations must include** a completed form (see reverse), a detailed biography of the nominee and other appropriate documentation.

The selection committee will consist of the president of Nebraska Press Association who shall be chairman, the vice president, and the immediate past president of the association, the Dean of the University of Nebraska Journalism College, and one other representative of the Journalism College selected by the Dean. In the event a member of the committee cannot serve, the NPA president shall appoint a replacement for that year.

**Send nominations to: Susan Watson,  
Nebraska Press Association  
845 "S" St., Lincoln, NE 68508-1226**

**Previous winners include:** Norris Alfred, Tom Allan, Harold Andersen, Bess Furman Armstrong, Charlyne Radke Berens, Dr. A. L. Bixby, Keith Blackledge, Bob Bogue, Shirley Brown Bogue, Mentor Brown, William Jennings Bryan, Don Bryant, Glenn A. Buck, August F. Buechler, Earle "Buddy" Bunker, Zean Carney, Willa Cather, Neale Cople, W.F. Cramb, Walter Christenson, J. Alan Cramer, Viola Herms Drath, Frank O. Edgecombe, John Edgecombe, Sr., Tyler Edgecombe, Reva Evans, Leslie Dale Falter, Ronald R. Furse, Dewaine Gahan, Art C. Gardner, Charles H. Gere, Clarence "Clancy" Hebda, Gilbert M. Hitchcock, Edgar Howard, Theodore "Ted" Huettmann, Gene Huse, Jerry Huse, Burt James, Loral Johnson, Will Owen Jones, Gene Kemper, James E. Lawrence, Dick Lindberg, Jack Lowe, Earl M. Marvin, John Alexander MacMurphy, Walt Mason, Gregg McBride, Sterling H. McCaw, William McCleery, Alan Cunningham McIntosh, Henry Mead, Dr. George L. Miller, Charles Mohr, Gene Morris, J. Sterling Morton, John G. Nieghardt, Harvey E. Newbranch, Will Norton, Jr., William C. "Bill" Nuckolls, Reed O'Hanlon, Jr., Barney Oldfield, Mary Blythe Packwood, Bud Pagel, Ruth Best Pagel, Robert J. Pinkerton, Jack Pollock, Emerson R. Purcell, Jim Raglin, Emil W. Reutzel, Jr., Kenneth Hilton Rhoades, Eugene Robb, Fred W. Rose, Kathleen Rutledge, Gilbert Savery, James C. Seacrest, Joe R. Seacrest, Fred Seaton, Charles Sumner "Cy" Sherman, Carroll "Cal" Stewart, Allen D. Strunk, Harry D. Strunk, John Hyde Sweet, Jack Tarr, Jack Thompson, Henry Trysla, Paul F. Wagner, Lester A. Walker, Kent Warneke, Lee Warneke, H. J. Wisner and Asa B. Wood.

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## What is the Hall of Fame?

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame has started, it has inducted over 90 journalists.

# NEBRASKA JOURNALISM HALL OF FAME NOMINATION

DATE: \_\_\_\_\_

YOUR NAME: \_\_\_\_\_

YOUR NEWSPAPER: \_\_\_\_\_

NAME OF NOMINEE: \_\_\_\_\_

NEWSPAPER: \_\_\_\_\_

NOMINEE'S ADDRESS: \_\_\_\_\_

CONTACT OR NEXT OF KIN FOR POSTHUMOUS NOMINATION: \_\_\_\_\_

NOMINEE OR CONTACT TELEPHONE: \_\_\_\_\_

Biography of your nominee. (Please include all required data on the individual nominated and follow the enclosed rules.)

2015

**Nominations must be received by February 16, 2015.**



Nebraska Press Association  
 Master Editor-Publisher Award  
 Nomination Form

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The Best of  
**THE BEST**  


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 2015

**Eligibility:** This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska Newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member.

**The selection procedure:** The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

The selection shall be made, sometime after the New Year and at least a month prior to the annual state convention.

No committee member may be among the nominees. This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily.

The committee members will vote for the person they wish to receive the award based on this criteria:

- The nominee has worked hard and lived honorably;
- The nominee has thought soundly and influenced unselfishly;
- The nominee, through his or her newspaper connections, has been active in a variety of ways in his or her community or in the state or nation. This may or may not include being active in press association affairs;
- The nominee has been a practitioner of his or her craft in the production of a quality newspaper product.

Nominations will be retained for three years. After that an individual must be nominated again or dropped from consideration.

**I nominate:**

**Nominated by:**

\_\_\_\_\_

(name)

\_\_\_\_\_

(your name)

\_\_\_\_\_

(newspaper)

\_\_\_\_\_

(newspaper)

\_\_\_\_\_

(address)

\_\_\_\_\_

(address)

\_\_\_\_\_

(city, state zip)

\_\_\_\_\_

(city, state zip)

**Please include a biography and any letters of recommendation along with this nomination form to supply information that will be helpful in deciding the award winner. Information should be as complete as possible.**

**Deadline for entries is February 16, 2015.** The recipient will be announced at the Friday banquet at the NPA Annual Convention in April. Please complete and return this form to:

**Susan Watson  
 Nebraska Press Association  
 845 "S" St.  
 Lincoln, NE 68508.**



# OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD

## NEBRASKA PRESS ASSOCIATION



### PURPOSE OF THE AWARD

The OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that “money isn’t the only thing a journalist is after, they’re after recognition of their craft and work.” Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

### AWARD CRITERIA

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska.

The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year).

The nominee is not eligible to apply the following year after winning first place in the competition.

A select panel of judges appointed by the Executive Director of NPA/NPAS will consider among other items, the nominee’s professionalism, creativity, comments or statements on goals, impact of their work on print journalism, the community or journalistic excellence.

### NOMINATION GUIDELINES

1. The Young Nebraska Journalist candidate or his or her editor or publisher may submit entry nominations. The nominee newspapers, publishers or executives must be members of the Nebraska Press Association.

2. Entrant nominees must submit six examples of their work product within the past two years along with a statement from the editor or publisher, and a statement from a person of the nominee’s choice attesting to the nominee’s qualifications.

3. Each entry must include a statement of not less than 150 words written by the nominee telling of his or her journalistic goals and this statement must be included with all other entry materials. The nominee must also submit a photocopy of their Nebraska drivers license.

4. All entries should be sent to the NPA office at the Lincoln address noted below in a 9 X 12 envelope and labeled “Outstanding Young Nebraska Journalist Award.”

5. If certain entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of the nominees, may be used for education or instructional purposes by NPA/NPAS.

6. It is considered that the winning nominees give permission to NPA to have the samples or examples of their work published in contest newspapers that may be produced for conventions, or shown in any convention contest videos or presentations.

7. The deadline for contest entries by nominees will be on **February 16, 2015**.

8. Information, instructions, guidelines and inquiries will be available from the Nebraska Press Association/Nebraska Press Advertising Service office located at 845 “S” St., Lincoln, NE 68508. The office can be reached by calling 1-800-369-2850 or 402-476-2851, or by fax at 402-476-2942. The e-mail address is [nebpress@nebpress.com](mailto:nebpress@nebpress.com). Information can be found and downloaded from the web site: [www.nebpress.com](http://www.nebpress.com)

**Deadline for nominations is February 16, 2015!**



# THE LEADERSHIP NEBRASKA AWARD

## Nebraska Press Association



**AWARD PROMOTES LEADERSHIP:** With the recommendation of past presidents and the approval of the board of directors, the Nebraska Press Association has instituted an award for the newspaper, publisher or executive that best promotes, recognizes or fosters leadership in the community, region or state. Nominees must be members of the Nebraska Press Association. The award is given annually at an appropriate function at the Annual NPA Convention in April.

THE LEADERSHIP NEBRASKA AWARD was conceived by Don Harpst Jr. in loving memory of his father Don Harpst Sr., and was funded by a major gift from the Harpst Family. The award does include an appropriate plaque and a cash award.

This award does not interfere with or compete with the Better Newspaper Contest which is based on journalistic excellence.

**The deadline for submission of nominees will be February 16, 2015.**

A panel of five past presidents appointed by the current President will serve as the judges for this award each year.

### THE LEADERSHIP NEBRASKA AWARD

Recognizing the Nebraska Newspaper or Publisher that best promotes LEADERSHIP within their community, region, or state

### PURPOSE OF THE AWARD

THE LEADERSHIP NEBRASKA Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes "that this award be given to the best newspaper coverage for future and present community leaders".

### AWARD CRITERIA

The criteria for this award is flexible to accommodate a wide range of journalistic endeavors that promote, recognize or foster leadership or leadership opportunities within a community, region or even the state, including (but not limited to) the following:

- \*photo essay
- \*editorial or series of editorials
- \*news articles
- \*feature story or stories
- \*promotional activities
- \*reward and award programs, and/or recognition events

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels".

### NOMINATION GUIDELINES

- 1. Nominee newspapers, publishers or executives must be members of the Nebraska Press Association.**
- 2. Nominations should be made in writing and should include biographical information, along with any appropriate supporting documents explaining the reasons the nominee should receive the award. Letters and exhibits supporting the nominee are welcome.**
- 3. No limitations are placed on the length of such information submitted, but conciseness and clarity are suggested, even encouraged.**
- 4. Artistic qualities of the nomination submissions (such as the use of graphics, photographs, etc.) will not be considered in the selection of the award recipient.**
- 5. Any Nebraska Press Association member can submit a nomination.**
- 6. Award nominations can carry over for two years, after which a new nomination must be submitted, if the nominee does not win in the first year of nomination.**
- 7. No entry fee shall be required.**

### JUDGES

Nominations will be evaluated by The Leadership Nebraska Award Committee. This committee shall have a membership of five active Nebraska Press Association Past Presidents. Should a member of the Award Committee be nominated for the award, he/she will be eligible for the nomination and award, but be disqualified from serving on the committee, and a replacement will be appointed by the President or Vice President.

### AWARD PRESENTATION

This Leadership Nebraska Award is given by the Harpst Family in loving memory of Don Harpst, Sr. His biography here follows:

The first thing Don Harpst Sr. did when he bought "The Indianola Reporter" in 1940, was to organize the Rotary Club. From there leadership developed among its members. Since then and subsequent years community leadership was visible in other newspapers that he purchased in Cambridge, Wilsonville, Eustis and Curtis. Harpst lost his father at the age of 10 and his mother moved the family from Ohio to Southern Texas where she bought a weekly newspaper in LaFeria. Don learned the trade and bought his first newspaper on a "note and a prayer"! He became active in the Nebraska Press Association in 1957 and served as President in 1965. Don Harpst Sr. died in 1984 and is buried in Cambridge.

**Deadline is February 16, 2015**



# Nebraska Press Association Golden Pica Pole Award

(50 or more years service to Nebraska newspapers)



## Nomination Form

Name of nominee: \_\_\_\_\_ Phone: \_\_\_\_\_

Current Mailing address of nominee: \_\_\_\_\_  
\_\_\_\_\_

Number of years employed in newspaper business: \_\_\_\_\_

Locations Worked:

No. of Years:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Is the nominee presently employed? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, where presently employed? \_\_\_\_\_

Present job title: \_\_\_\_\_

Nomination submitted by: \_\_\_\_\_

Title: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Date: \_\_\_\_\_

**Return this form by February 16, 2015 to:**



Nebraska Press Association  
Attn: Susan Watson  
845 "S" Street, Lincoln, NE 68508-1226  
(402)476-2851, NE: (800)369-2850, FAX: (402)476-2942  
e-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)